**3.02 Information Architecture**

**Directions:** *Visit the following websites and identify elements of information architecture.*

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|  | **Element** | [google](http://www.google.com/)  http://www.google.com/ | [ncgovlogo](http://www.ncgov.com/)  http://www.ncgov.com/ | webstyle  http://www.webstyleguide.com/ |
| **1.** | **Purpose** |  |  |  |
| **2.** | **Goals** |  |  |  |
| **3.** | **Target Audience** |  |  |  |
| **4.** | **Competitive Site** |  |  |  |
| **5.** | **Types of content** |  |  |  |
| **6.** | **Site structure** |  |  |  |